

The Pen Prophet

VOL. XXXII

CHRISTMAS, 1935

No. 2

*A Gift for
Everyone*



A Self-Starting **Waterman's**

Set No. 100, 100
 100, 100, 100
 100, 100, 100



Lady Diana
 Set No. 94



Set No. 100, 100
 100

Waterman's Desk Equipment

Waterman's Desk Sets fill an important role in Offices and Homes in the promotion of efficient writing. Like all Waterman's Pens, the desk set pens are Self-Starters and may be held with a point to rest each purchase. Bases are very finest selected Onyx or Marble. Protective Gyro-Breath has just enough friction to stay where it is placed.

Desk Set No. 99 (100)
 100, 100, 100, 100
 100, 100, 100, 100



Desk Set No. 100 (100)
 100, 100, 100, 100
 100, 100, 100, 100

Desk Set No. 100 (100)
 100, 100, 100, 100
 100, 100, 100, 100



Desk Set No. 100 (100)
 100, 100, 100, 100
 100, 100, 100, 100



The Pen Prophet

DEVOTED TO THE SERVICE OF DEALERS AND
THEIR ASSOCIATES IN THE SELLING OF

Waterman's Fountain Pen

Vol. XXXII
No. 2
CHRISTMAS
1935



The latest type of automatic machinery is used for production in the manufacture of Waterman's pen and pencil barrels.

The L. E. Waterman Company

Maintains Factories and Service Stations at the Following Addresses:

HEAD OFFICE

The Pen Corner, 191 Broadway

New York

FACTORIES

143 Thomas Street
Sydney

Newark, N. J.
Connecticut

SERVICE STATIONS

The Pen Corner, 191 Broadway
Waterman Building, 40 School Street
Waterman Building, 129 So. State Street
Waterman Building, 609 Market Street

New York
Boston
Chicago
San Francisco

L. E. WATERMAN, LIMITED

Waterman Building, 265 St. James Street

Montreal, Canada

CANADIAN FACTORY

St. Lambert, P. Q.

Canada

EUROPEAN AND OTHER OFFICES

The Pen Corner, 11 Kingsway
6 Rue Mesurier
50, Rue Dussault
19 Lowerman Street
Via Mesurier 2
Calle Debaraz 75
Zeyherplatz 52
Vahren 11 5
Karna 7
5 Bismarck St.
Ryan House, Market Street
419 Little Collins Street
Wyndham Street
156 Woodfield Street
19 Bedford Row
Contra 7138

London, W. C. 2
Paris
Brno
Zurich
Milan
Basel
Vienna VII
Poznan, S.
Warsaw
Sydney, N. S. W.
Brisbane, Queensland, Australia
Melbourne, Victoria, Australia
Auckland, N. Z.
Wellington, N. Z.
Christchurch, N. Z.
Buenos Aires

NOTHING BUT WATERMAN'S WILL SATISFY THEM

AMID ALL THE REPORTS of a big improvement in retail sales this fall, Waterman's dealers can consider themselves especially fortunate. When the public has more money to spend, not only are more gifts bought, but higher prices are paid. Thus former buyers of low-priced goods can now afford and will demand Waterman's quality—insuring greater pleasure to the recipient, and a more profitable sale to you.

Bolstered by beautiful new designs, our line will continue to attract public favor. You have only to glance through these pages to gather an idea of its diversity and its popular appeal—and knowing Waterman's, you can unhesitatingly recommend its purchase by your every customer.

Hints to Help Your Xmas Sales

The appropriateness of Waterman merchandise for Christmas gifts does not have to be emphasized to anyone familiar with our line of fountain pens, writing sets, and desk sets. Just turn the pages of this issue of *The Pen Prophet* and a wealth of suggestions present themselves—catering to every taste and every pocketbook. In addition, we hope the paragraphs below will be found to contain helpful hints. It is not too late to send in your order for a stock of Christmas gift items that will assure you your share of the best holiday business in many years. Preference in filling and shipping will be given to orders written on the special order blank enclosed with this issue of *The Pen Prophet*.

* * *

Make sure your stock is equipped to provide gifts of the correct pen containing the right point for various types of individuals in your community.

* * *

For instance, many executives would like a No. 7 Emerald Ray pen and pencil set—the pen fitted with a yellow reversible point. This point is ideal for the man who uses a pen largely for his flourishing signature, yet the duo-point feature is often useful and will be appreciated.

* * *

A No. 94 or an Ink-Vue with Green or Purple points—sturdy and long-lasting—makes just the gift for the young business man or the college and high school student. Suggest these to sweethearts and parents looking for suggestions.

* * *

Lady Patricia with fine and medium points—be sure to have fine in stock—will be in demand as the correct gift to any lady. Even a mere man can comprehend why this woman's own pen cannot fail to please.

* * *

Where the price of Lady Patricia is too high, don't overlook the 92V and 3V ladies' sets. This is what we mean when we say Waterman's Christmas gifts fit any pocketbook.

* * *

For the older matron some Christmas shoppers will prefer a small desk set to be placed on home secretary or table. Our line this Fall includes many smart and truly feminine sets.

* * *

If you are in the habit of giving holiday gifts to doctors or stationery buyers, you can present no more lasting or appreciated reminder than some item from your Waterman's stock.

* * *

Devote at least a portion of your window to fountain pen sets and desk sets. They constitute one of the most acceptable gifts for anyone. Christmas window shoppers will be glad of the suggestion. Our new free Christmas display material is described on another page—get your copy of the best Santa Claus cut-out we have had in years for your window and for your counter.

* * *

Be sure to make use of our new Christmas boxes to give a holiday atmosphere to your pen counter. A little "dressing up" by a rearrangement of your stock—giving prominence to new items—and the addition of pen and pencil sets displayed in gift boxes will add materially an attracting attention to your Pen Department and suggesting pens as gifts to your customers.

* * *

Don't forget that for every Waterman's Pen there is a perfectly matching pencil. Also bear in mind that there are hundreds of people—eight in your community—who will appreciate the gift of a Waterman's Pencil to match their Waterman's Pen. It will pay you to remind your customers of this!

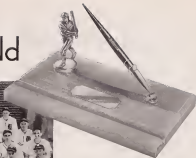
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This year don't neglect the sales possibilities of Correspondence Ink. This good looking bottle will have a decided appeal if grouped with your fancy writing paper. Oh, yes. You can sell ink at Christmas time.



Correspondence Ink
See original colors in a smart bottle, 15c.

Champions of the World



The World Champion Detroit Tigers and the Waterman's Desk Set presented to each one of the players.

In baseball this year it is the Detroit Tigers, and in pens—you've guessed it—Waterman's again! As a tribute to their baseball prowess, each member of the Tigers has received one of the specially designed and appropriately engraved Waterman's Desk Sets illustrated above, a gift from the Detroit Chamber of Commerce. The sale of these thirty-eight desk sets was made by the Eggless Jewelry Company of Detroit, "The store where Grandma and Grandpa bought." This enterprising Waterman's dealer is one of Detroit's oldest jewelry stores, being founded seventy years ago.

Be on the lookout for similar opportunities in your city. Our Desk Set Designing Department will be glad to assist you with suggestions for Waterman's Desk Sets appropriate for any occasion.

In Montreal

The members of the Montreal Royals, winners of the 1955 International League championship, were each presented with a handsome Waterman's pen and pencil set through the courtesy of Dupuis Freres, Limited, of Montreal, Canada's largest French Canadian Department Store.



This Waterman's display recently received the prize cup for Specialty Day Exhibits at Namm's Department Store, Brooklyn, N. Y. The workers at one table set and grand gold pens in the window while demonstrating the process to the public. At the other table, pens were assembled and the operation of INK-FUEE shown.

DO YOU BLOTTO?

If you don't, you've missed the season's most diverting indoor pastime—just the thing for the coming long winter evenings. The Blottos pictured here will give you some idea of the amazing and attractive results that can be produced. And it's really all very simple.

Just provide yourself with a number of fast-wood sheets of white paper—about 8½ x 11 preferably—and some Waterman's Ideal Ink. Fold the sheets down the middle the long way into two equal halves and crease. Open up the paper again and place a few drops of ink on one half of a sheet in the vicinity of the fold. An ink or medicine dropper—or your fountain pen—will be ideal for the purpose.

Then fold the other half of the sheet on top of the ink and you are ready to Blotto. With the fingers, press out the drops of ink between the halves of the folded paper in various directions. When the ink has ceased running, open up the paper and there is your Blotto!

The idea is to see who can make the most attractive design, or the one that looks most like a butterfly, insect or other object selected. A little practice will enable you to place the ink drops to best advantage for the design you are striving for. As you can see, it's a fine diverting game for a party.

If you can draw a little, you can make designs like the ballet dancer and face shown—just outline one half on one side of the sheet and Blotto! Be sure to use ample ink on your outlines and a full drop for solid areas.

The possibilities of Blotto are greatly increased if colored inks are used. Drops of ink of various colors will produce multi-colored Blottos of curiously blended shades.

Waterman's Inks are available in the following colors:

Blue Black	Red
Jet Black	Green
Blue	Violet

—and the Correspondence Ink colors

Spanish Tile	South Sea Blue
Tropic Green	Astic Brown
	Patrician Purple



We will be glad to supply dealers with reprints of this page for distribution to customers. Here's a chance to increase sales of both paper and ink.

\$10

XMAS GIFT SUGGESTIONS

Here are some highly appropriate gift styles for men.

The Patrician is still the aristocrat of pens and will make a truly de luxe gift that any man will be proud to own.

No. 7 — with its many well-known features — is especially liked by the business man. Many men will prefer its rich Jet and Gold coloring.

However, others will desire the gracefully designed No. 7 — but in a brighter color. They will be enthusiastic about Waterman's exclusive Emerald Ray design.



Patrician
Mass-Aquart.
Pen, \$10.
Fountain, \$5.

Eight, No. 7,
Emerald-
Ray.
Pen, \$7.
No. 57
pen, \$3.

Patrician
Cray, Also
in Jet and
Mass-Aquart.
Pen, \$10.
Fountain, \$5.



No. 7 Jet, Pen, \$7.
Matching No. 57
pen, \$3.



No. 7, Emerald Ray
writing set, \$10.



WATERMAN'S IDEAL

No. 5 Jet, \$5.
No. 95 pencil, \$3.

Here are some extraordinary values in writing instruments at \$5 — the popular Christmas price!

No. 5 and No. 94 are made in a size and in colors that especially appeal to men and youths.

No. 84 Ink-Vue Tip-Fill is Waterman's perfected visible ink pen — in the patented Emerald Ray

No. 94 Grey. Also in Moss-Agate. Pen, \$5. Matching No. 95 pencil, \$3.

No. 84 Moss-Agate. Pen, \$5. Matching No. 95 pencil, \$3.

Waterman's

Another popular \$5 gift — the No. 72 writing set.

No. 84 Ink-Vue. All pen and matching pencil. At \$5 per pen. No. No. 85 p.

GIFTS FOR ALL!

and Silver Ray designs. Double ink capacity. Easy to fill or to empty.

And for the ladies we can offer nothing quite as appropriate as the exquisite Lady Patricia — with her slender grip and jewel-like design and clasp — a gift that will gladden the heart of any woman — young or old!

Lady Patricia Jet. Pen, \$5
Pencil, \$3.

Lady Patricia Man.
Agate Pen, \$5
Pencil, \$3.

Lady Patricia Oys.
Also In Jet, Porcel and
Miss Agate Pen, \$5
Matching pencil, \$3

Lady Patricia Porcel
attractively bound \$6.

For Top Pick
Emerald Ray
writing No. 85
right, Silver
Ray pen, \$6
and \$3.



SPLENDID GIFTS AROUND

\$ 3

These Waterman's represent the very greatest values in fountain pens for their prices!

No. 32 Jet — and the somewhat shorter No. 32V Jet — make ideal gifts for boys and girls.

Nos. 3 and 3V are suggested for those who prefer a more colorful pen than Jet.

Nos. 92 and 92V — because of their gold-filled trim—have a still greater richness and value.

Nos. 3 and 92 made in Steel Quartz, Black Pearl and Green Pearl. Nos. 3V and 92V in same colors and Claret.

No. 32 Jet pen
Also made in
shorter length,
No. 32V

Pens \$2.75.
Nos. 31 or 31V
pens, \$1.00

Left, No. 3 Black Pearl
Above, No. 3V Claret
Nos. 3 or 3V pens, \$1
Nos. 92 or 92V pens,
\$1.25.

Left, No. 92 Green Pearl
Right, No. 92 V Steel
Quartz. Nos. 92 or
92V pens, \$3.50. Nos. 91
or 91V pens, \$1.90



Inventor of Fountain Pen Nominated for Hall of Fame

A signal honor has come this year to Lewis Edson Waterman, the man who made practical the fountain pen for every day writing. Along with seventy five other prominent Americans from all walks of life, he has been nominated for the Hall of Fame, which is located on the Campus of New York University in New York City. The Hall of Fame elections are held every five years and to be eligible the nominee must have been dead at least twenty-five years.

This year ten inventors have been nominated, accounting for articles as varied as the steamboat and safety pin, the automatic respirator and the machine gun.

An accident led to the discovery of the process of vulcanizing rubber by Charles Goodyear. He was trying to "cure" rubber by mixing with sulphur, but without success, until one day a lot of the mixture was dropped on the top of a hot stove.

John Ericsson, a naval engineer, was the first to place a marine engine below the waterline of a vessel. He was the inventor of the iron-clad warships in universal use today.

Walker Hunt invented approximately thirty articles in addition to the safety pin and among them was a very crude fountain pen which depended on a sponge to feed the ink from the reservoir to the nib.

It was just such a pen which Lewis Edson Waterman was using in his insurance work in New York City in the 1860's when he lost a large contract because the pen refused to write and then flooded ink all over the insurance application. A rival signed up the prospect before Mr. Waterman's policy could be rewritten and he, therefore, determined to study fountain pens and construct one that would write properly. The famous three-flower feed was the result, and with the issuance of his patent on February 12th, 1884, the L. E. Waterman Company was founded.

10 Inventors Nominated for Hall of Fame Lead Colorful Lives



WHEN A FAULTY MECHANICAL RETURNED AN INSURANCE SALE, WATERMAN INVENTED HIS FOUNTAIN PEN



A STEAMBOAT WAS DEMONSTRATED BEFORE CONSTITUTIONAL CONVENTION OF 1787



WALKER HUNT INVENTED THE SAFETY PIN IN FIFTEEN MINUTES



BUT CHARLES GOODYEAR TRIED TO CURE RUBBER FOR 10 YEARS BEFORE HE DISCOVERED VULCANIZATION BY ACCIDENT



CHARLES EDGAR PRITTS PERFECTED THE PRINCIPLE OF THE 'TALKIES' SIXTEEN YEARS BEFORE THE FIRST SILENT MOVIE WAS SHOWN



ROBERT MCCORMICK OR HIS SON CYRUS INVENTED THE REAPER

This Repair Business

Some merchants make the mistake of losing profitable pen repair business just because they are not equipped with a pen repair shop of their own. Obviously, not everyone has the spare, help, or volume of business to make the establishment of a repair section worth while.

Do not forget, however, that our own pen repair stations at each of our branch offices are at your service. Repairs sent us from your store are returned promptly. Mail pens to us daily and thus give quick repair service.

It will prove not only good business financially for you to take in any repair jobs that come along, but also it will impress customers with your service and desire to please. This pays dividends in sales later on. The Waterman's Service Station that supplies you will be glad to send you Pen Repair Envelopes and instructions.

Waterman's Chosen by Another Exposition

Another expedition has selected Waterman's as the ideal writing equipment for use in the field. This time it's the party headed by Capt. E. Ericson Loch, seeking data for the Museum of the American Indian in the little explored jungles of the upper Amazon and the Andes mountains. Troop bear and mountain cold are the temperature extremes to be undergone—so Waterman's was the logical selection, as they have proved their dependability many times on similar occasions.

The expedition has as one object the study of the interesting Sobels Indians, known as a "phantom tribe," because of the extreme difficulty of making contact with them. They are also to investigate the lake high in the Andes in which the Incas stored supposedly hid its treasure from the Spanish conquerors.

**THE SATURDAY
EVENING POST**

**THE American
MAGAZINE**

Harper's International
Cosmopolitan

REDBOOK

Collier's
THE NATIONAL WEEKLY

THE NATIONAL
GEOGRAPHIC
MAGAZINE

THE MAGAZINE FOR MEN
Esquire

THE
NEW YORKER

TIME
The Weekly Newsmagazine

NEWS-WEEK

THE
OPEN ROAD for BOYS

YOUTH'S COMPANION
American Boy

BOYS' LIFE

Waterman's Xmas Advertising

Over 12½ million copies of the above magazines, each carrying Waterman's Christmas ad, will be put in circulation between now and December 15. Figuring the average of 2½ readers per copy there will be 31 million readers to see our Christmas message in magazines alone.

In addition, a very extensive newspaper campaign will begin in December in 95 leading papers in the nation's principal trading centers. The newspaper advertising will include both Sunday and daily issues with copy directing the public to your store.

One of our magazine advertisements is printed on the back of this issue of *The Pen Prober*, illustrating the leading gift items. Attractive ads of this character will urge readers to make their gifts Self-Starting Waterman's—the

ideal gift because it combines beauty, quality, long life and daily usefulness.

The magazine list itself is composed of ten of the leading magazines with national circulation—including the most prominent Weeklies and Monthlies. It caters to every taste and preference among magazine readers. In addition, three prominent Boys' Magazines will be used with special copy for the younger generation.

Our Christmas advertising in both magazines and newspapers will create great interest in Waterman's merchandise for holiday gifts. Your only problem is to make sure the public knows that your store is equipped to supply the merchandise described in our advertising. The problem is easily solved by the use of the advertising materials described on the opposite page which are yours for the asking.

The Features and Main Uses of Waterman's

Our Black and Blue sets are emphasized in a series of small cut-out display pieces which we have just prepared. These small cards fit over our 2 oz. ink system as illustrated on the right. They are attractively printed in colors, insuring an effective ink display. Order a set on the enclosed order blank.





Our 1935 Xmas folder A-111 which is shown to the right is one of the most colorful we have had in years and it illustrates all the leading gift items in our line. It folds to 3½ x 6½"—just right to be included in your mailings. A supply on your counter will serve as a miniature catalogue for your pen department.

Prepared Newspaper Ads

If you advertise in your local paper you will want to run one or more ads telling the people of your community that your store is the place to purchase Waterman's Christmas gifts. We will be happy to send you sets or copies of ads specially written from your viewpoint in 1 and 2 column widths.

And Slides, Too!

Many of our dealers increase their Waterman's sales through the use of our colored movie slides at their local theatres.

This year's Christmas slides are especially attractive. Why not let us send you several showing your business name and address? Of course, we make no charge for our slides.



Want a Santa for Your Xmas Window?

Here's one for 1935—and we think it's a dandy . . . one of the best in our long line of popular Christmas display pieces. Can't you visualize it right in the center of your Christmas display trim? The bright colors will stop passersby and call attention to your gift line of Waterman's and other items as well.

If you haven't received one—write at once and we'll send it promptly. In two sizes, No. 763, 21 x 30, for the window, and No. 764, 11½ x 16, for the counter. Or if you prefer, ask for 1935 Christmas Display "A" for larger windows, "B" for smaller ones.

Use the 1935 Xmas Folder

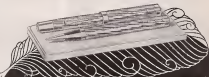
It's not too late to get your supply of Christmas circulars. Just send in your business card for our guidance in imprinting your name and address and let us know what quantity you'd like to receive.



Lady Patricia's Debut in Sterling Silver

Jewelers especially will be interested in the news that popular Lady Patricia is now being made in sterling silver models. The attractive set shown is called "Cable Twist" and sells for \$12 the pen, \$4 the pencil—and is ideally suited to those who want something new in full mounted writing equipment.

A Lady Patricia set with full length plain sterling mountings is also available. This has space for a rather long inscription or permits you to engrave a special design. The pen \$10, the pencil \$5.



Lady Patricia "Cable Twist" Sterling Silver Writing Set.

WATCH FOR THESE MEN!

Dealers in the northern states have been victimized by a young man purporting to be a representative of various pen manufacturers, including Waterman's, seat to overfired and put in condition their pen stocks. He cleans pens and makes minor repairs and adjustments, apparently doing the work well, but he removes the gold pen points and substitutes cheap ones made of inferior metals. Apparently, because of the present high value of gold, he is able to make a living from the gold obtained in this manner. Calls have been made not only on dealers, but on some of their larger customers in offices where many pens are in use. The thief is described as about twenty-five years of age, with dark hair and eyes, well dressed, accompanied by an elderly gentleman and traveling in a light coupe.

In the middle west and on the Pacific Coast druggists, especially, should be on the lookout against renting counter space for a sale of razor blades put on by the fictitious "Waterman Advertising Syndicate." While often not explained to the merchant, this racket involves a sale of inferior fountain pens and razor blades played up under the name "Waterman's" and fooling many of your customers into believing they are genuine Waterman pens. The L. E. Waterman Company has no connection with either the fountain pens or razor blades sold in this manner and would be very glad to have any information as to those responsible for such sales.

TEXAS CENTENNIAL

Dealers in Texas and the Southwest will be interested to know that Waterman's will be shown at the Texas Centennial Central Exposition to be held in Dallas, June to November, 1936. We have chosen what is probably the most prominent location in the Varied Industries Building—which will be situated in one of the most interesting parts of the Exposition near a main entrance to the grounds.

Although you will be given further information in the coming months, we write all our friends now to visit us there next summer.

The oldest store of any kind at Meridian, Mississippi, is that of our good dealers, Meyer and Schurber Jewelry Company, and in all the years they have been in business they have never sold any pen except a Waterman's.

DESK SETS

In this issue of the Pen Peeper you will find a four-page insert illustrating some of our leading desk sets. You will not only want to consider these for your gift sales, but we suggest you remove this insert and place it in your catalogue of Waterman's pens and pencils for future reference or to show customers contemplating the purchase of a desk set.

TIP-FILL BOTTLE MAKES A NOVEL EXTRA GIFT

We are so enthusiastic over our Tip-Fill bottle that we cannot leave it out of even our Christmas line. As a matter of fact, it is going to play an important part in Christmas sales—if you do your part in displaying and suggesting it.

The other day we overheard a man, buying his first bottle, say, "This gives me an idea! My family always has a get-together on Christmas Day and I'm going to give everybody, including the cook, one of these Tip-Fill bottles. It's the snappiest looking ink bottle I ever saw—and this tipping feature to help you get at the last drops of ink is a real step forward!"

And so we say, for an impressive present where a great many must be given, the Tip-Fill Bottle has the required attractiveness, novelty and utility. Or it makes an ideal "fill-in" gift where "some extra little thing" is wanted.



The Tip - Fill Bottle
4 cc. Blue Black 25c.

When ink becomes low, tip the bottle in any direction to a new base. Your pen can easily get at every drop.

INK-VUE TIP-FILL

The No. 84 **INK-VUE TIP-FILL** pen is offered to you to round out your Waterman's stock and to enable you to answer possible demands for a "Waterman's quality" fountain pen but with a visible ink feature. We can truly say that our **INK-VUE** pen is a perfected visible ink model inasmuch as it embodies every desirable feature of other visible ink pens but with none of their drawbacks. Gracefully designed in our beautiful and exclusive Emerald Ray or Silver Ray—and with a simple fool-proof mechanism, **INK-VUE** is by all odds the best-looking and the most practical visible ink pen on the market today.

The double strength barrel permits double the ink supply of an ordinary fountain pen — thus allowing longer writing per filling.



The ink supply in **INK-VUE** is visible at all times. Thus you are notified when to refill and are spared the annoyance of a dry pen away from a supply of ink. Filling **INK-VUE** is simplicity itself. And, unlike most visible ink pens, it is just as easy to empty **INK-VUE** as it is to fill it. There are no pistons or packing to wear out and give you trouble.

INK-VUE is also equipped with our patented Tip-Fill feed that enables pen to be completely filled by submerging it in ink just deep enough to cover vent hole as shown at lower right. Bottom of holder does not touch the ink. Thus there is no after-filling cleaning necessary or ink on fingers.

And last but not least, when your prospect buys an **INK-VUE** he can be sure that he will not see its beautiful design copied in a cheap grade pen. The Emerald Ray (illustrated) and the Silver Ray designs in which **INK-VUE** pens are offered to your customers are protected by United States Design Patent No. 96,914—and, therefore, can be used only on a Waterman's.



THE PERFECTED VISIBLE INK MODEL

Position—Finger of all pens for men; Moss Agate (shown) \$10
Clays, Jet, . . .
Pencil to match, \$2

Lady—Pencil—Galaxy, capillary for women and girls; Peridot (shown), Green Moss Agate, Jet, \$5
Pencil to match, \$2

Mr. Pen—a new pair of exclusive desk, with double ink reservoir; Silver Ray (shown), 2.6
Borealis Ray, . . .
Pencil to match, \$2

Mr. Q—exclusive large pen nibs and point; Blue (shown), Black (shown), Green Pen, \$3
Pencil to match, \$2.25

Mr. P—a new color with 5000m. waterproof design; Diamond (shown), Emerald, . . .
Jet (shown), Jet, \$7
Pencil to match, \$2

Be sure the pen you give
is *Self-Starting*

THE PEN OF THE DAY • THE SELF-STARTING

Waterman's

Of course you want your gifts to give satisfaction. Take no chances with pens which may not write without shaking or clogging. Give Self-Starting Waterman's—pens of known dependability with over fifty years of writing experience behind them. In addition to the best writing performance, Waterman's give you ALL modern pen features—and ALL the essentials of an "ideal" gift . . . beauty, quality, long life and daily usefulness.

• **Flexible Ink Supply** and double ink reservoir in our new ENK-VUE styles • "Tip-Fill," our exclusive clean filling device . . . no ink on barrel or fingers. • **The Perfect Point** as proved by the microscope. • **7 Different Points** individualized for special uses and every style of handwriting.

READY! Over 20,000 departments, stationery, dress and jewelry stores...with a wide variety of styles and colors...for quick selection.

Set—\$2.75, \$4.25, \$5.44, \$10, \$15
Pen—\$2.75 to \$10 Pencil—\$1 to \$5

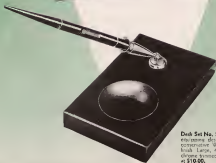
L. F. WATERMAN CO. NEW YORK
CHICAGO • BOSTON
MILWAUKEE • SAN FRANCISCO

Desk Sets—With Waterman's fountain pens, variety of colors and styles for home and office, at \$7.50
low as \$7.50



WATERMAN'S DESK EQUIPMENT for modern BUSINESS OFFICES AND HOMES

Desk Set No. 434-67. A new desk set combination appropriate for a professional man or woman—or for the home secretary. 6 x 10 White Onyx base, chrome delivery desk, name plate and pen sheath. Jet Pen, chrome trimmed. Complete \$25.00.



Desk Set No. 504-64. A most appropriate set for extensive desks of an office personal. Useful, conservative. Will harmonize with any desk or table finish. Large, 4 x 6 Black Catalin base. Jet Pen, chrome trimmed. This set is an unusually good buy at \$10.00.

SETS APPROPRIATE FOR ALL

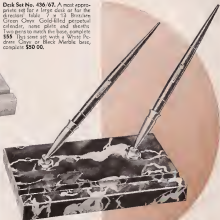
Desk Set No. 384/66½. Another useful perpetual calendar set—but with a slightly tastier base. 4 x 6 White Onyx base, Jet enamel turnover perpetual calendar. Chrome same plate and pen sheath. Jet Pen. Complete **\$57.95.**

Desk Set No. 307/67. An ideal set for an Office Desk permitting writing with two types of pens or two colors of ink. 5 x 8 Black Marble base. Gold-filled pen sheath. Two pens to match the base. Complete **\$25.00.** Also with Belgian Black Marble or White Andria Onyx base, each complete **\$25.00.**

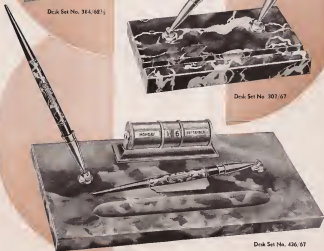
Desk Set No. 436/67. A most appropriate set for a large desk or for the director's table. 7 x 12 Brassiere Green Onyx. Gold-filled perpetual calendar, same plate and sheath. Two pens to match the base, complete **\$55.** Jet same set with a White Piedra Onyx or Black Marble base, complete **\$50.00.**



Desk Set No. 384/66½



Desk Set No. 307/67



Desk Set No. 436/67

MODERN INTERIORS

Desk Set No. 433/57. A beautiful and most practical set for an office desk or home library table. 7 x 10, selected White Onyx, chrome finished Waltham 8 day clock, name plate and pen holder, Jet Pen. Complete \$59.00.



Desk Set No. 418/57. Every desk needs this set with its convenient and elegant calendar. 5 x 8 White Onyx base. Jet enamel turnover perpetual calendar, chrome name plate and holder, Jet Pen. Complete \$59.00.



Desk Set No. 64/57. A beautiful, conservative set for a business executive's desk. 7 x 10 Peacock Green Onyx Gold filled name plate and pen holder. Two pens to match the base. Complete \$35. Also with White Peacock Onyx or Black Marble base. Each complete \$30.00.

Desk Set No. 501/60 3/4 x 4 Black Anagonic base, chrome sheath and Jet Pen, complete \$9.00. With White Pedraña Onyx or Black Marble base, \$7.50.



Desk Set No. 511/62 3/4 x 4 real White Pedraña Onyx (lustrous) or French Onyx base, gold filled pen barrel and pen to match the base, complete \$7.50. With Brazilian Green Onyx base, \$8.00.



Desk Set No. 505/67 4 x 6 Marble (illustrated) or White Pedraña Onyx base, gold filled pen sheath, name plate and pen to match the base, complete \$15.00. With Belize Black Marble base, chrome finish, \$15.00. Brazilian Green Onyx base, \$16.00.



WATERMAN'S DESK SETS fill a most important role in Offices and Homes in the promotion of efficient writing. • Desk Set Pens are Self-Starters—writing instantly upon touching the paper and may be had with a point to precisely suit each writer. Also, desk pens and their trim are designed to match or harmonize with bases. • Bases are made of very finest Onyx or Marble, selected especially as to their markings so as to harmonize with ornaments. • Waterman's Gyro-Sheath has just enough friction to stay where it is placed. Nib is suspended in an air chamber—where it is protected in a most condition, ready for instant use.

We invite your inquiry for information on other regular styles or specially designed desk sets for use as trophies, prizes, etc.

L. E. WATERMAN COMPANY

Desk Sets, Fountain Pens, Pencils, Inks
191 BROADWAY NEW YORK
BOSTON CHICAGO SAN FRANCISCO MONTREAL

Desk Set No. 503/62 3/4 x 4 1/2, Brazilian Green Onyx (lustrous), Black Marble or White Pedraña Onyx base, gold filled name plate and pen sheath to match. Complete \$10.00.



Desk Set No. 522/68 3 x 4 1/2 pure White Onyx base, chrome decorative name plate and pen sheath. Chrome Inward Jet Pen. Complete \$10.00.



NO ENVELOPE OR STAMP IS REQUIRED

Fold Order Blank twice to this line and seal flap

To L. E. Waterman Company,
291 Broadway, New York
129 So. State St., Chicago

46 School St., Boston
609 Market St., San Francisco

Date _____
For Prepaid Christmas, 1935

Name _____

Address _____

City _____ State _____

Illustrated on Page	PENS		TYPE OF NIBS (See 943 Selection Chart on back)							PENCILS				
	QUANTITY		Black	Blue	Blue	Yellow	Red	Purple	Green	LIST	TOTAL	QTY	LIST	TOTAL
5	Patrician									\$ 10.00		Patrician		\$ 5.00
									10.00			5.00
5	No. 7											No. 97		
	Emerald Ray									1.00			1.00
	Jet									1.00			1.00
6 3rd Cover	INK-VUE											INK VUE		
	Silver Ray									1.00			1.00
	Emerald Ray									1.00			1.00
7	Lady Patricia											Lady Patricia		
									1.00			1.00
	Moist-Agate									1.00			1.00
	Grey									1.00			1.00
	Patrician									1.00			1.00
	Jet									1.00			1.00
6	No. 5 1/2									1.00		No. 95		1.00
6	No. 94											No. 95		
	Moist-Agate									1.00			1.00
	Grey									1.00			1.00
8	No. 92											No. 91		
	Gold Filled Montclair												
	Black Pearl									1.50			1.50
	Green Pearl									1.50			1.50
	Steel Quartz									1.50			1.50
	Jet									1.50			1.50
8	No. 92 V									.50 extra		No. 91 V		
	Gold Filled Montclair												
	Black Pearl									1.50			1.50
	Green Pearl									1.50			1.50
	Steel Quartz									1.50			1.50
	Claret									1.50			1.50
	Jet									1.50			1.50
8	No. 3											No. 93		
	Chrome Montclair												
	Black Pearl									1.25			1.25
	Green Pearl									1.25			1.25
	Steel Quartz									1.25			1.25
8	No. 3 V									.50 extra		No. 93 V		
	Chrome Montclair												
	Black Pearl									1.25			1.25
	Green Pearl									1.25			1.25
	Steel Quartz									1.25			1.25
	Claret									1.25			1.25
8	No. 32 Jet									1.75		No. 31		1.00
8	No. 32 V Jet									1.75		No. 31V		1.00

12 Lady Patricia in Silver
Cable Twist _____ pens @ \$12 _____ pencils @ \$5
Full Covered, plain _____ pens @ \$10 _____ pencils @ \$5

12 Ink
dozen Correspondence Ink, assorted colors @ \$1.50 per dozen
dozen Tip-Fill Ink, 4 co. Blue Black @ \$1.00 per dozen

Desk Sets (See 2nd cover and 4 page insert)

10 Advertising Materials
11 Christmas Display Assortment "A" for large windows
Christmas Display Assortment "B" for smaller windows
No. 763 Santa Claus cut-out, 21 x 30
No. 764 Santa Claus cut-out, 11 1/2 x 16
Christmas Circulars A-111
Set of display cards for 102-602 Ink
Mats or electrots of 1 column or 2 column Christmas advertisements
Colored Christmas Advertising slides for theatre use

Your Christmas Order on This Blank Will Have Preference in selection and shipping

Waterman's Nib Selection Chart



RED
Standard

A slightly did
eye shape and
dense point
of medium
flexibility.
Quite most
versatile.



YELLOW
Rounded

The tip is ball
shape. Writes
smoothly on
any paper in
any direction.
Fine for left
handed writers.



PURPLE
Soft-taper

Makes thin,
clear lines and
small spaces.
Ideal for account
books and
draft sheets.



PINK
Flexible-fine

A semi-ortho-
grapher. Res-
ponsive. So
flexible it will
slide at any
angle. For
handwriting.



BLUE
Steady

An improved
and slightly
thinner.
Makes thick
or thin lines
with steady
control as desired.



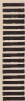
GREEN
Rigid

A desirable
soft point of
medium
width. Best
for carbon
copy work.
Writes clearly
under pressure.



BROWN
Fine

A fine and
sensitive
for general
use. Writes
smoothly,
clear and
neatly.



New York, N. Y.

191 Broadway,

L. E. WATERMAN CO.

BUSINESS REPLY ENVELOPE
FIRST CLASS PERMIT NO. 2042 NEW YORK, N. Y.

